



BRAND GUIDELINES

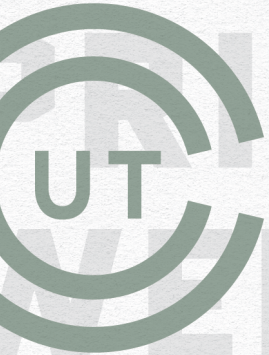


What are Brand Guidelines?

Our brand is more than a logo or tagline. It encompasses our essence and every way we communicate it to others. The strength of our brand depends on the consistency of its implementation. Consistency leads to brand recognition.

That's where these guidelines are helpful. They help us promote the Carbon Corridor in a consistently recognizable manner with visuals and words derived from our brand attributes. Reference these guidelines whenever you create something new for the brand. If working with external partners, give them these guidelines so they have all the tools they need to successfully add to the brand.

LOOKING FOR FUN?
START HERE.



OUR VOICE

Our Purpose

The Carbon Corridor brand serves Carbon County's vision of economically sustainable and integrated tourism. The brand draws from the region's rich history, beautiful landscape, and multifarious attractions and activities to speak to visitors who will find the authenticity and down-to-earth nature of the Corridor attractive.

MISSION

The Carbon Corridor provides a basecamp for adventure in Southeast Utah for explorers looking for a different, quieter, or undiscovered experience.

VISION

Tourism is a healthy and integral part of a sustainable economy for the county; it brings revenue into the county without compromising quality of life for its residents.

Our Audience

Visitors to the Corridor seek something different. For some, it's a less crowded trail. For others, it's the delight of a thriving rural downtown. And for some, it's the surprise attraction discovered after pulling over for a bathroom break. Our four main audiences may be visiting the Corridor for different purpose and lengths of time, but they all seek authenticity, convenience, and something new to discover.

WASATCH WEEKENDER

Seeking a casual yet physically active weekend trip. Has a few to-dos marked out, revolving around an activity (biking, hiking, ATVing). Seeking lodging, dining, supplies, evening activities. Staying 1-3 days.

PIT STOPPER

Passing through (to-from Moab, the Swell, Lake Powell, Colorado). Seeking bathroom, snack/lunch, quick diversion. Staying 5 minutes - 2 hours.

CULTURE SEEKER

Casual trip, looking to get away, no hard plans or itinerary. Seeking cultural activities, quality items to purchase, museums, lodging, dining. Staying 1-3 days.

WEEK-LONG EXPLORER

Planned vacation, researched Southeast Utah, has itinerary and list of things to do and see. Seeking basecamp: lodging, dining, supplies, evening activities. Staying 3-5 days.

Brand Pillars

The Carbon Corridor brand rests upon fundamental attributes that describe our place, people, and experiences. They guide our presentation, both verbal and visual, to locals and visitors. No matter how long someone may spend along the Corridor, they should have an experience that embodies these characteristics.

RURAL
STORIED
SCENIC
PRIMED
UNDERESTIMATED
MOTIVATED
POISED

Messaging

Our messaging emphasizes the Corridor’s aspiration to be a basecamp for adventure in Southeast Utah. We highlight the variety of activities and our proximity to attractions.

We promise delight and discovery along the Corridor and easy access to major destinations.

Our tone is:

Confident, but not arrogant.
Inviting, but not pleading.
Casual, but not offhand.
Specific, but not long-winded.

Our tagline, “Start here,” may be used as standalone messaging or it may be integrated into a more detailed description. In both cases, it serves as a call to action for the Southeast Utah adventurer.

START HERE.

Going hiking in The Swell?
Heading out on an ATV adventure?
Taking the kids to Jurassic National Monument?

Start here.

Along the Corridor you’ll find all you need to start your adventure. We have guides, gear, all your supplies, diverse dining, and comfortable lodging. Look closer and you’ll discover plenty to explore right here: a rockabilly car museum, ancient and contemporary art galleries, dinosaurs, railroad and mining history, and so much more. So start here, and take your time getting there.

OUR LOOK

Primary Seal

The Carbon Corridor logo is comprised of the Carbon Corridor logotype, the iconic illustration of Balance Rock, and the detail copy, “Utah, U.S.A.” and “Est. 1894.” When all of these elements come together, they are locked up in the framework of the rectangular seal. Whenever possible, this lockup should be the primary representation of the brand, and of the Corridor as a destination.

If a specific use case prohibits you from using the full lockup, refer to page 12 to for ways to use solely the logotype on its own.

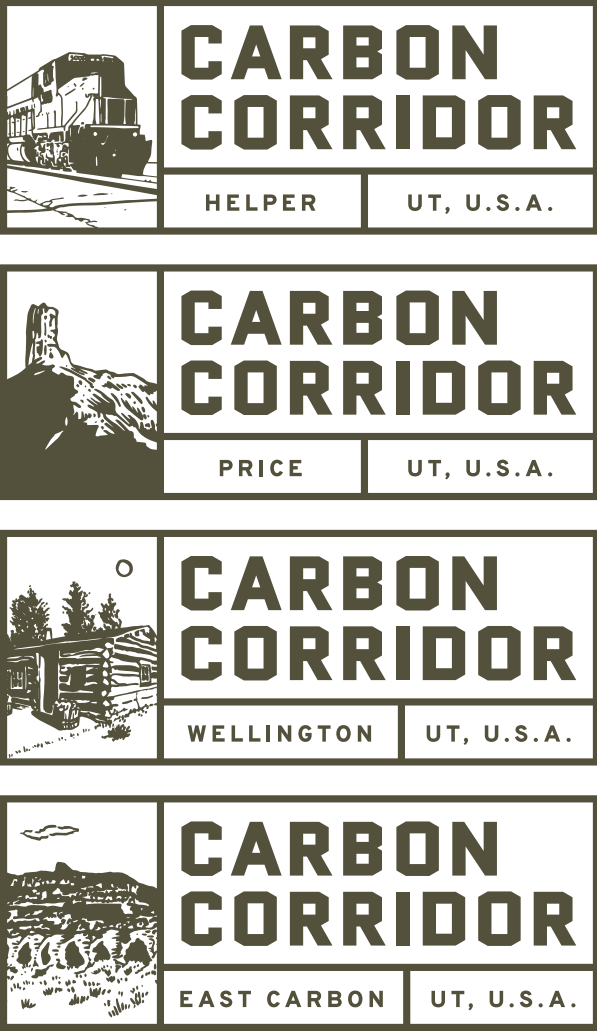


City Seal Framework

One of the main intentions of this brand is to represent the 4 main cities within Carbon County as extensions of the main brand.

To retain each city’s sense of individuality while consistently maintaining brand recognition, a representation of each city in the form of an illustration is placed within the brand seal. The Carbon Corridor logotype remains, but “UT, U.S.A.” is placed in the lower right module, and then the name of the respective city is placed in the lower left module. Helper has a train, Price has a depiction of Pinnacle Peak, Wellington has a log cabin, and East Carbon has an image of its coke ovens.

These individual city seals may be used in collateral that represents or advertises a specific city along the Corridor.

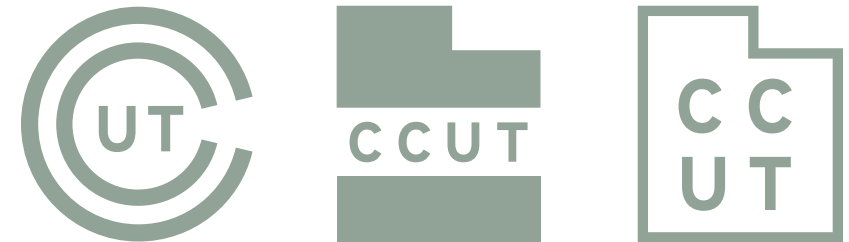


Secondary Logos

These smaller, secondary logos act as supplementary, yet iconic representations of the brand in certain use cases. They can be used freely and interchangeably with each other as social media profile pictures, bumper stickers, pins, accessories, and the like. Feel free to use these in places where the existing brand is clearly represented, or in close proximity to brand messaging. However, these logos may never be represented as larger in size than the brand seal when both are shown on the same page or application, and no two secondary logos may be used within the same application.

Correct use case example: The round CCUT circular logo may be used as an Instagram profile picture, where the existence of the Carbon Corridor brand is clearly communicated in the bio and captions of posts.

Incorrect use case example: In a magazine print ad, these smaller logos cannot be shown without the primary seal being represented as well. In this case, the reader is likely seeing the brand for the first time, and brand recognition of the Carbon Corridor seal must be established first and foremost. Therefore, these logos cannot be used as the only representation of the brand.



Type-Only Lockup

In certain cases when the full seal cannot be used (ie. small sizes, stamps, on rough or textured surfaces, etc.) a type-only version of the lockup may be used instead. The type in these lockups may only be centered or left aligned.

Use discretion when making the decision on which logo to use, and when in doubt, always prioritize readability and brand recognition. It's always important that the end user is able to read and remember the name of the Carbon Corridor so that they can easily type, search, tag, and share the name later on.

**CARBON
CORRIDOR**

UTAH, U.S.A. • EST. 1894

**CARBON
CORRIDOR**

UTAH, U.S.A. • EST. 1894

Seal & Logo Usage

While Carbon Corridor brand is dynamic, the brand marks and typography should not do the following:

DO NOT STRETCH OR DISTORT THE LOGOS

DO NOT SET LOGOS IN NON-BRAND COLORS

DO NOT ROTATE THE LOGOS

DO NOT ADJUST LAYOUT OR TYPOGRAPHY PLACEMENT OF THE LOGOS

DO NOT SET ANY IMAGERY BESIDES THE PREDETERMINED BRAND OR CITY ILLUSTRATIONS WITHIN THE SEAL



Color Palette

The Carbon Corridor brand color palette is inspired by the confluence of rugged countryside and industrial grit. Large areas of color should generally be reserved for the earthier, more neutral tones: Forest Green, Sage Green, Dark Olive, Off-Black and Off-White. The brighter colors, Red-Orange and Soft Yellow, can be used to add energy and life if the palette starts to get too neutral.

C5 M80 Y100 K0
R230 G89 B37
#e65925

C76 M54 Y77 K0
R90 G114 B91
#5a725b

C46 M27 Y41 K1
R145 G162 B150
#91a296

C15 M29 Y62 K0
R218 G179 B117
#dab375

C66 M60 Y79 K31
R84 G81 B61
#54513d

C65 M58 Y79 K67
R46 G46 B29
#2e2e1d

C9 M7 Y10 K0
R229 G228 B222
#e5e4de

Primary Typography

This typeface is a free to use, open-source font family. You can download it on fonts.google.com/specimen/Overpass and www.overpassfont.org

Overpass is an open-source font family inspired by US Highway Signage. It evokes a sense of travel and adventure while maintaining readability at multiple sizes, weights, and cases.

Feel free to use this typeface in Thin, Extralight, Light, Regular, **Semibold, Bold, Extrabold, Heavy**, and their italic counterparts.

Primary Typography

This typeface is also a free to use, open-source font family. You can download it on fonts.google.com/specimen/Source+Sans+Pro

Source Sans Pro is a no-nonsense open-source font family intended to work well in user interfaces, and maintain readability at multiple sizes. Its rounded shapes evoke a friendly, yet informative attitude.

Because this typeface is mainly used for body copy, we recommend setting it in Regular, **Semibold**, **Bold**, and their italic counterparts.

Secondary Typography

Use this typeface sparingly to provide additional flavor and texture to the typography palette across the Carbon Corridor's various communication platforms.

Do not use this typeface for body copy, captions, footnotes, or any other type of small print. This typeface may be used for callouts, headers, and pull quotes.

This typeface is a free to use font family. You can download it on fonts.google.com/specimen/Quantic

QUANTICO IS AN ANGULAR
TYPEFACE FAMILY THAT WAS
INSPIRED BY OLD BEER PACKAGING
AND MILITARY LETTERING.

**BECAUSE THIS TYPEFACE WAS
USED TO CREATE THE BRAND
WORDMARK, THIS FONT SHOULD
BE USED SPARINGLY. FOR
CONSISTENCY'S SAKE, WE
STRONGLY RECOMMEND THIS FONT
BE SET IN ALL CAPS AND **BOLD**.**

Typography Usage

The Carbon Corridor uses a variety of typefaces to bring its brand to life. To the right is an example of how and when to use the breadth of the brand's typography palette.

OVERPASS HEAVY LOOKS GREAT HERE

Overpass Semibold makes a clear primary headline.

When it comes to body copy, Source Sans Pro Regular is going to be a great choice. Henihit iunti quostibus velli qu assinti ssimus, qui quis autem volarit parum haria doluptae voluptatur aut platinc totatur sequatem sequi blandaecto id quunt idi odignamus illes arunt que volut peria cullore asint venihil et fuga.

"ALL CAPS QUANTICO BOLD IS GREAT FOR A SHORT AND ENGAGING PULL QUOTE."

Henihit iunti quostibus velli qu assinti ssimus, qui quis autem volarit parum haria doluptae voluptatur aut platinc totatur sequatem sequi blandaecto id quunt idi odignamus illes arunt que volut peria cullore asint venihil et fuga.

OVERPASS LIGHT IS GREAT FOR FOOTNOTES AND CAPTIONS.

Illustration Style

Inspired by 19th century etchings, woodblock printing, and metal type, the Carbon Corridor's illustration style relies heavily on realism in shape and form, yet is stylized through stark color treatment. All illustrations must be one color, with no gradients or blending treatments. Any shadows or lighting must be conveyed with hatch lines, stippling, or a combination of similar inking techniques.



Texture Style

When adding texture to a design, it must be done so in a restrained, graphic manner. Granular vector textures may be applied to color blocks to add visual interest to a piece. Other ways to add texture include gradient-mapped or colorized background imagery, and zoomed-in, low-opacity versions of the brand illustrations. Whenever applying texture to a design, however, it must be relatively uniform and subtle, so as not to distract from the content of said piece.

When in doubt, always prioritize cleanliness, elegance and readability over a busy and unreadable composition.



Photography Style

The Carbon Corridor’s photography style should be vibrant, colorful, approachable, adventurous, and full of life. It should focus on capturing specific moments along a tourist’s adventure to tell an overall story about the experience.

Visually, the photography should be high-contrast, saturated, and slightly warm-toned to complement the earthy tones in the landscape. It’s also important to note that the photography shouldn’t look too staged or clean—some film grain and lens flares can help the overall look and feel stay rugged and candid. Natural lighting and a focus on outdoor photography is also key.

These photography guidelines apply to everything regarding the brand’s outward-facing visual personality—from Instagram to the visitor guide, print advertising, and everything in between.

NOTE: DO NOT USE THE PHOTOS FROM THIS SECTION IN ANY BRAND COLLATERAL. THESE PHOTOS ARE FOR REFERENCE ONLY.

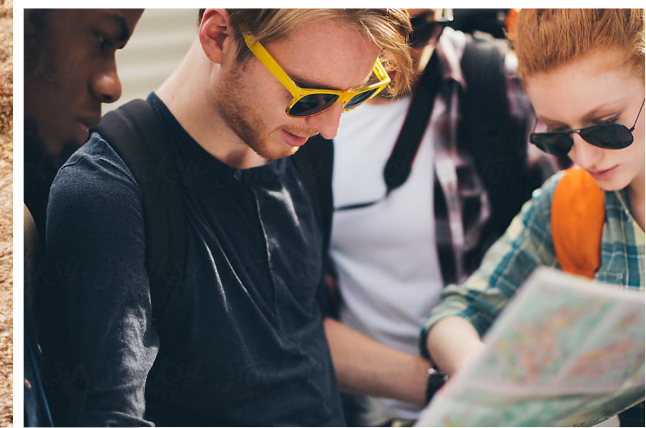


Photography: People

Photography of people should feel candid, active, and engaging. The subjects should NOT be looking at the camera, and the photography should show a small piece of their experience as a whole. All types and demographics of people should be shown enjoying what the Carbon Corridor has to offer. And while outdoor recreation is an important part of the Corridor's offerings, it shouldn't be the only activity depicted in the brand's photography.

Visually, images should have a slightly warm-toned color balance, and it should be naturally lit with a good amount of contrast.

NOTE: DO NOT USE THE PHOTOS FROM THIS SECTION IN ANY BRAND COLLATERAL. THESE PHOTOS ARE FOR REFERENCE ONLY.

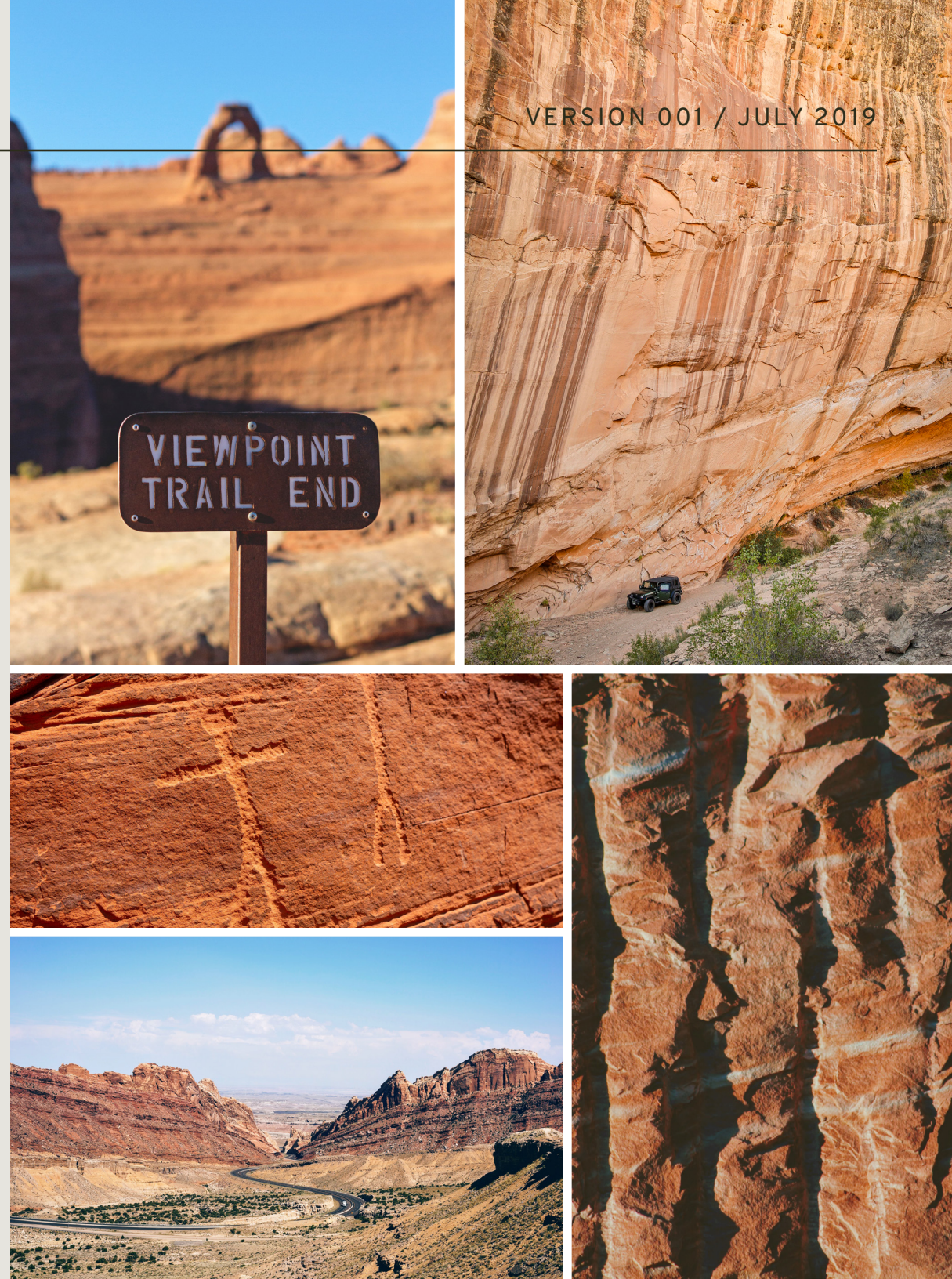


Photography: Landscapes

There's a multitude of ways to beautifully photograph a rugged landscape, and the Corridor should employ lots of creative photography techniques to showcase its natural surroundings. Close-up zooms of textured rock can make a great backdrop for text, using a shallow depth of field can help give a sense of fore, middle, and background to a photo, and wide-angle shots can illustrate just how expansive this landscape is.

One important thing to keep in mind, however, is scale. Using people or inanimate objects (like cars, street signs, etc.) to accurately represent the size of an attraction will give visitors a much better sense of what to expect.

NOTE: DO NOT USE THE PHOTOS FROM THIS SECTION IN ANY BRAND COLLATERAL. THESE PHOTOS ARE FOR REFERENCE ONLY.

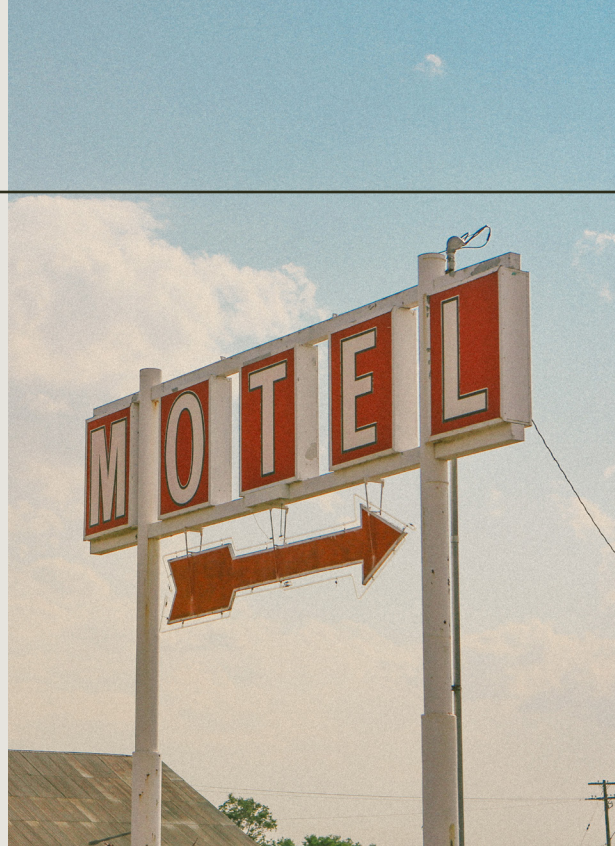


Photography: Cities

The Corridor's depiction of its towns and cities should lean into the visual authenticity of their charm, quirks, and grit. The beauty of the Corridor's cities lies in their personality and history, and city photography should focus on creative ways to showcase this beauty. Detail shots, close-ups, depictions of historic neon signs, painted signage, and shots of inviting storefronts can all successfully achieve this. The key to photographing these cities is scale: either zooming out to show each city in its entirety, or using dramatic close-up zooms to showcase detail. Try to avoid photography at a mid-level distance or scale, as it lacks creativity and neither serves to orient the viewer, nor show any detail or unique qualities. To give a general sense of travel and adventure, pairing photographs of nearby roads and freeways with images of city buildings can illustrate the narrative of "Start Here."

While a visitor can find any unremarkable photo of a city online relatively easily, the brand photography is here to show visitors the heart and soul of each city.

NOTE: DO NOT USE THE PHOTOS FROM THIS SECTION IN ANY BRAND COLLATERAL. THESE PHOTOS ARE FOR REFERENCE ONLY.

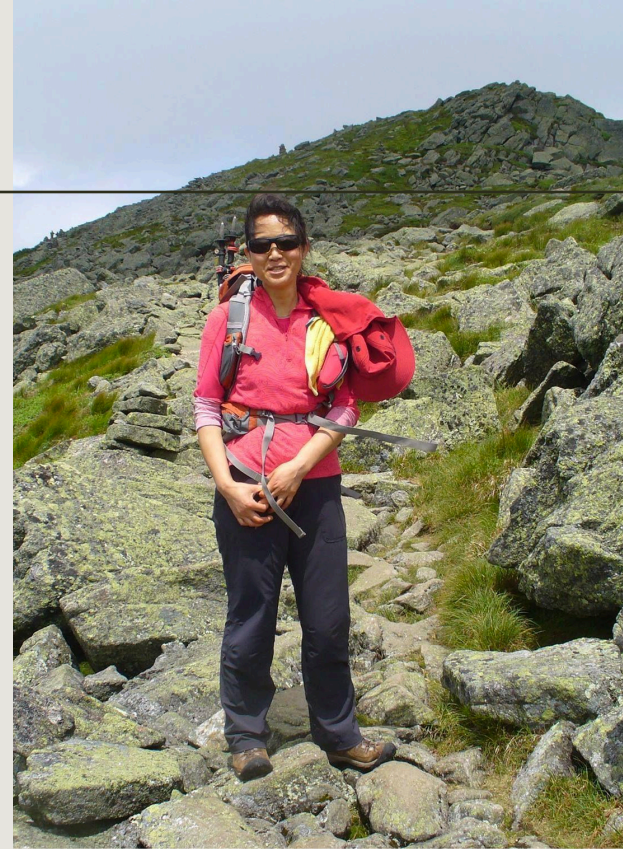


Unacceptable Photography

Some things to avoid include, but are not limited to: low/poor lighting, lack of saturation, lack of contrast, lack of color, and obviously posed shots. Photography of people should never show the subject looking at or smiling into the camera. Brand photography should always look vibrant, colorful, welcoming, and authentic.

The purpose of the Corridor's photography is to evoke a sense of adventure, travel, and experience. To do so, photography should be creatively shot and stylized, and shot professionally whenever possible.

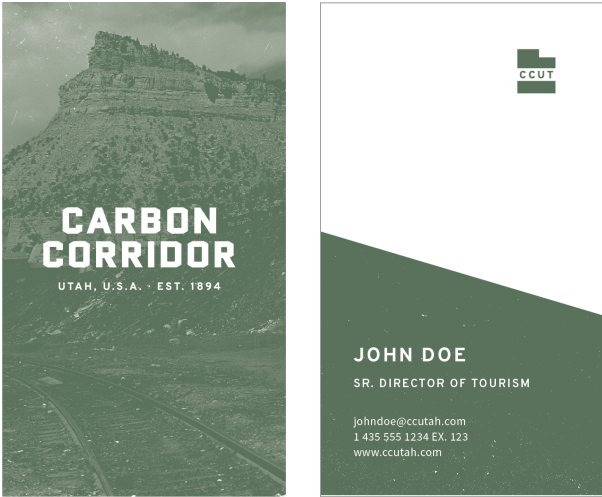
NOTE: DO NOT USE THE PHOTOS FROM THIS SECTION IN ANY BRAND COLLATERAL. THESE PHOTOS ARE FOR REFERENCE ONLY.



OUR COLLATERAL

Business Cards

Do not adjust the content, layout, or color without consultation.



Print & Advertising

Do not adjust the content, layout, or color without consultation.



Print & Advertising

Do not adjust the content, layout, or color without consultation.

**CARBON
CORRIDOR**

UTAH, U.S.A. • EST. 1894

Instagram

Photo Contest

Follow us @CarbonCorridor
Tag your photo to win the Grand Prize

Grand Prize: Hotel stay in Carbon, \$40 Dinner
at Balance Rock Eatery, 4 Person Guided
9-Mile Tour and 4 Deser Wave Pool Passes.

#EXPLORETHECORRIDOR

Clothing & Accessories

Do not adjust the content, layout, or color without consultation.



Clothing & Accessories

Do not adjust the content, layout, or color without consultation.



Clothing & Accessories

Do not adjust the content, layout, or color without consultation.



Clothing & Accessories

Do not adjust the content, layout, or color without consultation.





THANK YOU

